

**6737. Electric food grinder-blender device. (F.D.C. No. 46411. S. No. 27-210 R.)**

**QUANTITY:** 53 devices at Burbank and Gardena, Calif., in possession of Live Food Products Co.

**SHIPPED:** On or about 6-29-61, from Jersey City, N.J.

**ACCOMPANYING LABELING:** Form letter beginning "Dear Friend and Student" on letterhead of "Paul C. Bragg"; order blank reading in part "Live Foods for Life! Live Food Products Company \* \* \* Home of Bragg Products"; and brochure entitled "Discover the Goodness of Natural Foods Good Health Begins With Proper Eating \* \* \* Moulinex."

**RESULTS OF INVESTIGATION:** Examination showed the article to be an electrically driven food grinder-blender.

The dealer had prepared the form letter and order blank and distributed them to customers by mail or by hand.

**LIBELED:** 9-1-61, S. Dist. Calif.

**CHARGE:** 502(a)—while held for sale, the accompanying labeling of the device contained false and misleading representations that use of the article was an adequate and effective treatment for overcoming tension and anxiety; increasing strength, endurance, and energy; creating a rich, red, powerful bloodstream, and for preventing colds.

**DISPOSITION:** 9-29-61. Default—one device delivered to the Food and Drug Administration; remainder destroyed.

**6738. Facialift device. (F.D.C. No. 44862. S. No. 25-303 R.)**

**QUANTITY:** 9 devices, enclosed in a "jewel box" type of container with a 6-oz. btl. of lotion, at Phoenix, Ariz.

**SHIPPED:** Between 10-1-59 and 8-18-60, from Beverly Hills, Calif., by Facialift, Div. of WilloSlim, Inc.

**LABEL IN PART:** (Device) "Facialift \* \* \* Facialift Division of WilloSlim, Inc., Beverly Hills, Calif." and (lotion) "Facialift Lotion."

**ACCOMPANYING LABELING:** Brochures entitled "Facialift Your Key to a Bright New World"; training manuals entitled "Facialift Sales Training Manual"; single sheets reading in part "Facialift Weekly Report" and "Technical Data on Our Facialift Instrument"; display cards reading in part "For the one area you cannot hide"; folders reading in part "For Your Face and Throat" and "Facialift an Invitation"; single sheets reading in part "Facialift made the difference" and "Electro-Therapy Can Firm Facial Tissue"; cards reading in part "I take great pleasure in announcing," "Facialift Owner Register," and "I understand that I have been given"; leaflets reading in part "She Uses Facialift because" and "McCalls \* \* \* She uses Facialift"; cards reading in part "I am interested in learning about"; single sheets entitled "Release"; card entitled "Registration Card"; photocopy reprint entitled "Fig. 377-Muscles of the head, face and neck"; newspaper tear sheets of an article entitled "Sagging Face and Neck Firmed by Facialift"; magazine dated Nov. 6, 1959 containing advertisement for *Facialift* on p. 34; and recordings used for training sales personnel.

**RESULTS OF INVESTIGATION:** Investigation showed that the article was a portable carrying case containing a 9-volt battery-operated transistor circuit supplying 45 electrical pulsations per minute to an applicator containing two electrodes about  $\frac{3}{4}$  inch square, imbedded in plastic, with about a  $\frac{1}{4}$  inch gap between electrodes.

**LIBELED:** 8-18-60, Dist. Ariz.

**CHARGE:** 502(a)—when shipped, the label and accompanying labeling of the device contained false and misleading representations that the article was an adequate and effective treatment for firming flabby muscles and sagging contours; improving circulation to flush out accumulated fatty deposits and body fluids; correcting "double chin" and removing wrinkles; upgrading the quality of muscle fiber to provide muscle tone; removing "crow's feet" from around the eyes; regaining youthful beauty; and providing a "facial lift."

**DISPOSITION:** 6-9-61. Consent—claimed by the shipper and released under bond to be brought into compliance with the law.

**6739. Samson Massage-A-Belt.** (F.D.C. No. 45116. S. No. 16-018 R.)

**QUANTITY:** 60 devices at Cincinnati, Ohio, in possession of Checker Stores.

**SHIPPED:** 9-7-60, from New York, N.Y., by Frank M. Katz, Inc.

**LABEL IN PART:** (Ctn.) "Samson Massage-A-Belt Healthful Slenderizing 'It's New!' \* \* \* Portable. \* \* \* Samson United Corp. of N.Y. \* \* \* Long Island City 1, N.Y."

**ACCOMPANYING LABELING:** Pamphlets in device carton entitled "How to Use your Massage-A-Belt," "Enjoy Controlling Your Calories"; and newspaper tear sheets entitled "Helps You Stay Healthy, Youthful, Stylishly Slim."

**RESULTS OF INVESTIGATION:** Some of the newspaper tear sheets were prepared by the dealer, and some were received by the dealer from the shipper.

The article consisted of a foot platform to which was attached an upright tubular-shaped standard supporting an electric motor housing. A web belt was attached to opposite sides of the motor housing. In operation the belt was to be placed about the girth of a part of the human body, and the vibrations of the motor reportedly were transmitted through the web belt to massage the area in contact with the belt.

**LIBELED:** 11-25-60, S. Dist Ohio.

**CHARGE:** 502(a)—when shipped and while held for sale, the labeling contained false and misleading representations that the article was an adequate and effective treatment for firming and toning muscles to prevent flabbiness; activating muscles to support and shape the figure; firming the buttocks and hips; resisting flabbiness; relieving common backache; keeping one healthy, youthful, and slim; improving posture; and lifting the female bustline.

**DISPOSITION:** 10-9-61. Default—a number of the devices were delivered to local hospitals, after destruction of their accompanying labeling, and the remainder of the devices, with their accompanying labeling, were delivered to the Food and Drug Administration.

#### DRUG FOR VETERINARY USE

**6740. Clay (feed supplement).** (F.D.C. No. 45746. S. No. 52-261 R.)

**QUANTITY:** 450 100-lb. bags at Denver, Colo.

**SHIPPED:** The article was shipped in bulk lots, on 1-29-61, from Coyote Wells, Calif.

**LABEL IN PART:** "The Natural Mineral (not synthetic) feed supplement M 27 for all livestock. Directions For Feeding \* \* \* Guaranteed Analysis Not Less Than: Calcium Oxide 5.14% Magnesium Oxide 2.46% Sodium Oxide .93% Potassium Oxide .41% Also Ferrous, Ferric, Manganese, Chromium, Strontium, Barium, Vanadium, Copper, Zirconium, Nickel, Cobalt, Titanium,